

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****RECEIVED  
CENTRAL FAX CENTER  
SEP 21 2004****Applicants:** Dimitri Kanevsky, et al.**Examiner:** Donald Champagne**Serial No.:** 09/422,195**Group Art Unit:** 3622**Filed:** October 21, 1999**Docket:** YOR919990321US1(12837)**For:** SYSTEM AND METHOD FOR GROUP  
ADVERTISEMENT OPTIMIZATION**Dated:** September 21, 2004**Confirmation No:** 5232Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**RESPONSE UNDER 37 C.F.R §1.111**

Sir:

Responsive to the Office Action dated April 21, 2004, Applicants respectfully request the Examiner to amend the above-identified application as follows and solicit reconsideration of the application in view of the amendment and following remarks.


**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 13 of this paper.

---

**CERTIFICATION OF FACSIMILE TRANSMISSION**

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

**Dated:** September 21, 2004  
Steven Fischman

**P18/REV02**